

THE CLAIMS:

- 1) A card for identifying a user to a computer system using a sensing device, the card having an interface surface having disposed thereon or therein coded data, the coded data including a plurality of coded data portions, each coded data portion being indicative of an identity of the user, the sensing device being adapted to:
 - (a) sense at least one coded data portion;
 - (b) generate, using the at least one sensed coded data portion, indicating data indicative of the identity of the user; and,
 - (c) transfer the indicating data to the computer system, the computer system being responsive to determine, using the indicating data, the identity of the user.
- 2) The card of claim 1, wherein each coded data portion is provided at a respective position on the interface surface, and wherein the sensing device generates indicating data indicative of at least one of:
 - (a) a position of the sensed coded data;
 - (b) a position of the sensing device relative to the interface surface;
 - (c) an orientation of the sensed coded data; and,
 - (d) an orientation of the sensing device relative to the interface surface.
- 3) The card of claim 1, wherein the computer system is adapted to:
 - (a) receive the indicating data;
 - (b) determine, using the indicating data, product identity data indicative of the identity of the product item; and,
 - (c) perform, using the product identity data, an action
- 4) The card of claim 3, wherein the action includes at least one of:
 - (a) associating the sensing device with the user; and,
 - (b) dissociating the sensing device and the user.
- 5) The card of claim 1, wherein the coded data distinguishes the identity of the user from the identity of every other user known to the computer system.
- 6) The card of claim 1, wherein the coded data is redundantly encoded.
- 7) The card of claim 1, wherein the coded data is redundantly encoded using Reed-Solomon encoding.
- 8) The card of claim 1, wherein the coded data is substantially invisible to the unaided eye.
- 9) The card of claim 1, wherein the coded data is printed using infrared ink.
- 10) The card of claim 1, wherein the coded data is provided on the interface surface coincident with visible markings.
- 11) The card of claim 1, wherein the coded data is disposed over a substantial portion of the interface surface.

- 12) A method of using a card for facilitating interaction between a user and a computer system, the card having an interface surface having disposed thereon or therein coded data, the coded data including a plurality of coded data portions, each coded data portion being indicative of an identity of the user, wherein the method includes in a sensing device:
- 5 (a) sensing at least one coded data portion when the sensing device is placed in an operative position relative to the interface surface;
 - (b) generating, using the at least one sensed coded data portion, indicating data indicative of the identity of the user; and,
 - 10 (c) transferring the indicating data to the computer system, the computer system being responsive to the indicating data to perform an action.
- 13) The method of claim 12, wherein the method includes, in the computer system:
- (a) receiving the indicating data from the sensing device; and,
 - (b) using the indicating data, at least one of:
 - 15 (i) associating the scanner with the user; and,
 - (ii) dissociating the scanner and the user.
- 14) The method of claim 12, wherein the method includes, in the computer system:
- (a) receiving the indicating data from the sensing device; and,
 - (b) determining, using the received indicating data, user identity data indicative of the identity of the user; and,
 - 20 (c) performing the action using the user identity data.
- 15) The method of claim 12, wherein each coded data portion is provided at a respective position on the interface surface, and wherein the sensing device generates indicating data indicative of at least one of:
- 25 (a) a position of the sensed coded data;
 - (b) a position of the sensing device relative to the interface surface;
 - (c) an orientation of the sensed coded data; and,
 - (d) an orientation of the sensing device relative to the interface surface.
- 16) The method of claim 12, wherein the interaction includes at least one of:
- 30 (a) associating the sensing device with the user; and,
 - (b) dissociating the sensing device and the user.
- 17) The method of claim 12, wherein the coded data distinguishes the identity of the user from the identity of every other user known to the computer system.
- 18) The method of claim 12, wherein the coded data is redundantly encoded.
- 19) The method of claim 12, wherein the coded data is redundantly encoded using Reed-Solomon encoding.
- 35 20) The method of claim 12, wherein the coded data is substantially invisible to the unaided eye.

- 21) The method of claim 12, wherein the coded is printed using infrared ink.
- 22) The method of claim 12, wherein the coded data is provided on the interface surface coincident with visible markings.
- 23) The method of claim 12, wherein the coded data is disposed over a substantial portion of the interface surface.
- 24) A method of creating a card for facilitating interaction between a user and a computer system, the method including, in a computer system:
- (a) receiving information indicative of an identity of the user;
 - (b) generating at least one coded data portion indicative of the identity of the user; and,
 - (c) disposing coded data on an interface surface of the card, the coded data including a plurality of the coded data portions disposed to thereby allow the identity of the user to be determined by sensing any one of the data portions with a sensing device.
- 25) The method of claim 24, the method including printing the coded data portions.
- 26) The method of claim 24, wherein the method includes disposing the coded data portions over a substantial portion of the interface surface.
- 27) The method of claim 24, wherein the method further includes disposing visible information on the interface surface.
- 28) The method of claim 27, the visible information including at least one of:
- (a) user information;
 - (b) the user's name;
 - (c) a logo of a retailer;
 - (d) security information; and,
 - (e) a name of a retailer.